

UPRAVLJANJE MEDIJIMA U KRIZNIM SITUACIJAMA – STUDIJA SLUČAJA RAT U AVGANISTANU

MEDIA MANAGEMENT IN CRISIS SITUATIONS - A CASE STUDY WAR IN AFGHANISTAN

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Rezime

Osnova savremenog društva je borba za moć i novac. Kako pojedinci, tako i države na globalnom nivou žele da dođu do moći, da ojačaju svoju poziciju i da budu vodeći u odlučivanju koje ne utiče samo njih. Da bi postigli svoj cilj, često, posežu za sredstvima koja, u velikom broju slučajeva, mogu imati negativne posledice za pojedince, grupe ili države. Nekada su se ti sukobi dešavali i rešavali lično, međutim, danas razvojem tehnologije, na raspolaganju su različite metode dolaženja do ciljeva, manipulacijom ljudske psihe i uticanjem na razmišljanje, stavove i verovanja ljudi i kao poslednjim sredstvom - silom.

Krize koje se javljaju kao posledica elementarnih nepogoda su nešto na šta pojedinci i društvo uglavnom nemaju uticaj. To su krize gde ne postojimo „mi“ i „oni“ iz čega proizilazi da je samo jednoj strani naneta šteta, pa mediji uglavnom prenose objektivne informacije.

Poslovne krize su ekonomskog ili finansijskog predznaka i nastaju usled uticaja čoveka ili nekih okolnosti na koje čovek nije mogao da računa (devizni kurs, svetsa ekonomska kriza, promena ponude i tražnje i sl.). Ove krize ne vezuju se za ljudske žrtve, imaju materijalni predznak, pa je to i razlog što je manja njihova senzacionalnost.

Krize izazvane oružanim sukobima uvek su posledica čovekovog uticaja i kao takve one obuhvataju delove društva, države, a u najgorem slučaju su globalnog karaktera. Oružani sukob gotovo uvek sa sobom nosi ono što je najvrednije – ljudske živote. Pored toga oružani sukob remeti celokupno funkcionisanje područja koje zahvata, pa tako uzrokuje materijalne gubitke, krizu privrede, poremećaje u obrazovanju, zdravstvu, ekonomiji.

Ovaj rad će ukazati na ulogu medija u oružanom sukobu, iz perspektive izazivača apsolutne krize oružanim sukobom zahvaćenog područja. Oružani sukobi su razarajućeg karaktera, a mediji moćno sredstvo prenošenja informacija sa uticajem na širok auditorijum. Mediji u mnogome služe stranama u sukobu da utiču na stavove i verovanja o događajima. Takođe, imaju moć da konflikt pretvore u sukob, “okrenu” istinu drugačijim prikazivanjem stvari ili predstavljanjem samo onih informacija i priče koji su u interesu jedne od strana.

Na primeru rata u Avganistanu, ukazaće se na značaj objektivnosti medija i posledice koje mogu imati netačne (ili samo oblikovane na drugi način) informacije, na početak, tok i završetak oružanog sukoba.

Analiza rada biće orjentisana na upravljanje medijima u uslovima krize koja je izazvana oružanim sukobom. Ova kriza pogađa ne samo zahvaćeno područje, već i okolne društvene sisteme, a

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gledajući globalno dovodi i do kriza širih razmera koje se mogu sagledati kako kroz uticaj na svedsku ekonomiju tako i kroz globalno uništavanje čovekove sredine. Predmet rada je analiza medija u kriznim situacijama, odnos vojske i medija, kao i upravljanje medijima u uslovima krize izazvane oružanim sukobom.

Cilj rada je da se kroz studiju slučaja predstavi moć medija, koji kroz plasiranje informacija stvaraju sliku koja pogoduje započinjanju oružanog sukoba. Naime, kontraverze koje su se javile povodom terorističkog napada 11. septembra u prvi momenat dovele su do nastanka euforije i naleta lažnog patriotizma. Javnost su „prodrmale” i jednu stranu predstavile kao žrtvu. Razvoj događaja koji su sledili doveli su do postavljanja brojnih pitanja i preispitivanja medijskog posmatranja stvari.

Značaj i aktuelnost rada nalazi se u dugogodišnjim istraživanjima koja pokazuju uticaj medija na stavove javnog mnjenja na globalnom nivou i plasiranje informacija koje nemaju dovoljnu dozu objektivnosti. S druge strane ratovi i oružani sukobi od davnina pa do danas imaju za cilj ekonomsku eksploataciju osvojenih teritorija, pri čemu je jedna strana uvek osvajač. Mediji su danas usko povezani sa oružanim sukobom i mogu da pokriju pravu istinu ekonomske eksploatacije, na način da pravi razlog nastajanja sukoba prikažu onako kako “osvajač” predstavi da je najbolje po njega. Slike i reči, imaju snagu da iskrive istinu, a brojno ponavljanje dovodi do prihvatanja stvari onakvim kakvi su prikazani od strane medija i to onih koji su gledaniji, popularniji ili su u “rukama” jače strane u sukobu.

Na osnovu predmeta i cilja rada postavljena je opšta (H_0) i posebne hipoteze:

H_0 – Upravljanje medijima predstavlja preduslov upravljanja sukobima i krizama

H_1 - Mediji manipulišu javnim mnjenjem, kroz informacije koje plasiraju strane u sukobu

H_2 – Informacije o sukobima koje se prenose medijima često nisu proverene ili zavise od političke volje i jače strane u sukobu

Napad 11. septembra demonstriran je na način da pokazuje stvaranje nove vrste rata. Primaocu informacija je dat izbor da izvrši cenzuru u sopstvenoj glavi i da donese konačan sud o informacijama. Međutim, u većini slučajeva, primalac informacije nema vremena, zaokupljen svakodnevicom, da procenjuje informaciju, već je apriori prihvata onakvu kakva jeste, bez imalo analize i kritičkog pristupa istoj. Ovo i nije problem ukoliko se radi o informacijama koje ne mogu bitno uticati na promenu načina života ljudi. Međutim, šta raditi u slučaju kriznih situacija velikih razmera, kada iskrivljena vest može da stvori paniku kod ljudi, jer od plasirane vesti zavise životi ljudi?

Mediji u ovom slučaju igraju ulogu kreatora opšteg stanja svesti velikog broja ljudi, nacija, a u nekim situacijama i na globalnom nivou. Bilo da prikazuju kriznu situaciju u lepšem ili ružnijem svetlu, dovode do negativnih posledica. Uloga medija u kriznim situacijama je ogromna, mnogo veća nego u uslovima kada životi ljudi nisu u opasnosti. Mediji svoju ulogu treba da obave kroz objektivno izveštavanje o činjenicama i samo na taj način mogu dovesti do pozitivnih rezultata.

Oružani sukobi privlače medije zbog toga što stvaraju dramatičnu sliku koja govori sama za sebe i potpuno zaokuplja emocije primaoca informacija. Pored toga, konflikti sadrže i različite priče - od “prave borbe” među zaraćenim stranama, do ljudskih priča i individualnih tragedija, koje pokazuju različita ljudska iskustva. Oružani sukobi su relativno retki događaji, koji uvek zainteresuju celu svetsku javnost bez obzira gde su odvijaju. Samim tim prilozi o njima podižu nivo gledanosti i slušanosti i daju mogućnost spoljnopoličkim i vojnim izveštačima da postanu značajniji od svojih kolega koji prate domaće teme.

Mediji uglavnom imaju negativan stav kada im vojska ne dozvoljava izveštavanje ili iznošenje detalja same borbe, bez obzira na njen nivo i intenzitet. Međutim, tu se postavlja pitanje, da li iznošenje detalja i podataka utiče na tok oružanog sukoba, da li senzacionalizam treba da bude ispred bezbednosti vojnika, i da li rodbina nastradalih treba da informaciju sazna iz medija istovremeno sa milionskim auditorijumom? Mediji nisu neutralni prenosioci informacija, već sve češće aktivni učesnici u složenim procesima oblikovanja javnog mišljenja. Informacije koje mediji

prenose mogu da imaju ključne posledice na razvoj i tok događaja u bilo kojoj sferi čovekovog života.

Ključne reči: vojska, mediji, moc, novac, drustvo, cilj

Summary

The main driving force of the modern society is a struggle for power and money. Both individuals and states on the global level want to come to power, to strengthen their position and to be the leaders in making decisions that do not only affect them. To achieve this goal, they often resort to means which, in many cases, can have negative consequences on individuals, groups or states. Previously, these conflicts were resolved personally. Technology is developed today, and there are various methods of finding targets, by manipulation of the human psyche and by influence on the way of thinking, attitudes and beliefs of the people and finally – by force.

Crises that occur as a results of natural disasters are something on what individuals and society generally have no impact. These are the crisis where there is no “us” and “them”, which means that only one side is damaged, and the media generally convey objective information.

Business crises have economic or financial characteristics, which are caused by the human influence, or some circumstances on which human could not influence (the exchange rate, world economic crisis, changes in supply and demand, etc.). These crises are not bind to the human victims, they do not have material sign, and from that reason have less sensationalism.

The crises caused by armed conflicts are always the consequence of human influence and as such they include parts of society, state, and in the worst case they have global character. Armed conflict almost alwaystakes human lives. Furthermore armed conflict disrupts the overall functioning of the area, so causing material losses, economic crisis, disruptions in education, health, the economy.

This paper will highlight the role of the media in the armed conflicts, from the perspective of crisis challengers. Armed conflicts have destructive character, while the media are a powerful means of conveying information with influence on wide audience. The media largely serve to the parties involved in conflict, to influence on the attitudes and beliefs about events. Also, they have power to turn the conflict into war, change the truth by showing things in different way, or by presenting only the information and stories that are in the interests of one party.

On the example of the war in Afghanistan, it will be pointed the importance of the objectivity of the media and consequences that can be caused by incorrect information (or information that are only presented oin different ways), to the beginning, progress and the end of armed conflicts.

The analysis of the paper will be oriented to the management of the media in crisis, caused by armed conflict. This crisis affects not only war-affected areas, but also surrounding economy. Globally observed, crisis can lead to the large scale of damages which can be viewed as the impact on the world economy from one side, and from another side through global destruction of the human environment. The paper analyzes the media in a crisis situation, the relationship between the military and the media, as well as managing the media during the war.

The aim of this paper is to present power of the media through case study. Dissemination of information through the media creates the image which is favorable for starting a crisis. The controversies that have arisen regarding the terrorist attack on 11th September in the first moment led to the creation of euphoria and the surge of patriotism. The public was in shock, and one side was introduced as the victim. The events that followed raised numerous questions and the review of the how media observe things.

The importance and timeliness of the work is in a long-term studies that show the impact of the media on public opinion on a global level and dissemination of information with the lack of objectivity. On the other hand, wars and armed conflicts from ancient times until today, were aimed at economic exploitation of the conquered territories – one side is always the conqueror. Today, the media is closely related to the armed conflict and can cover the truth of economic exploitation, on the way which is most suitable for “the conqueror”. Pictures and words have the power to destroy the truth, and numerous repetitions lead to acceptance of things as they are presented by the media. Usually those that are most popular or are in hands of a stronger side in the conflict.

Based on the object and purpose of the paper, one general (H₀) and specific hypotheses are set up:

H₀ – Media management is a prerequisite for managing in conflicts and crises

H₁- Media manipulate public opinion, through information that are offered by the parties in the conflict

H₂- Information about the conflicts that are spread by the media, are often not checked, or depend on the political will and stronger side in the conflict.

The attack from 11th September was demonstrated in a way that shows the creation of a new kind of war. A recipient of the information had the choice to make censorship in their own head, and to make final judgment about the information. However, in most cases, the recipient has no time, he is engaged with everyday life problems, and he cannot evaluate the information. He accepts information as it is, without analysis and critical approaches. This is not a problem with information that cannot significantly affect the change of people’s lives. But what to do in case of emergency situations, when distorted news can create panic among the people, since life of the people depends on presented news?

The media in this case plays the role of creator of the general state in the mind of many people, nations, and in some cases act on global level. The media create negative consequences, no matter if they are presenting crisis situation in a more beautiful or uglier light. The role of the media in a crisis is huge, much bigger than in circumstances where people’s lives are not in danger. Media should perform their role through objective reporting of the facts and only this way can lead to positive results.

Armed conflicts attract media because they create a dramatic image that speaks for itself and fully engages the emotions of a consumer. In addition, conflict contains different stories from “the real fight between the warring parties”, human stories and individual tragedy, showing different range of human experiences. Arm conflicts are relatively rare events, which are in the center of interest of entire public in the world, regardless of where they take place. Media reports raise the level of ratings, and give possibilities for foreign and military reporters to become more important than their counterparts who follow domestic issues.

The media generally have a negative attitude when their army does not allow reporting or presenting details of the struggle, regardless of its level of intensity. However, this raises the question whether sensationalism should be in front of the troops and whether the families of the victims need to find out that information from the media at the same time when millions of other spectators. The media are not neutral transmitters of information, but more and more become active participants in the complex process of shaping public opinion. In any shape of human life, information in the media may have critical effects on the development and course of events.

Keywords: military, media, power, money, modern society, cause
